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The overall marketing planning can be illustrated as follows: Q.4. Define marketing programme with the help of a diagram. Ans.Philip Kotler defines marketing programs as a set of policy decisions on the level, allocation, and mix of marketing efforts. It is, thus, a part of marketing planning and policy making.

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Questions & Answers on Marketing Management Q.1. Define Market! Ans. Traditionally, a market is a physical or a meeting place where buyers and sellers gather to buy and sell products and services. These markets exist for products/services that are daily necessities like fruits, vegetables, fish, garments, electronic goods, etc.

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